



KLEIN'S Store Smashes RETAIL PRICES



*You Have Expected Lower Prices,
Now Klein's Store Offers Them*

This announcement—by far the most startling ever made by Klein's Store—should cause the most unusual response ever won by a Klein advertisement. If the public realizes the full force of this statement Klein's Store, tomorrow will not be big enough to accommodate the crowds.

The market on many things has broken. In some cases it has broken very sharply. Now the public has a right, we believe, to share in these lowered prices.

And Klein's Store comes and says to you that everything in it—everything—is priced so as to take advantage of every possible market condition. Every instance, where the market has been lowered—and we have our ears to it every hour, whether that lowering has been big or little—Klein's prices have been made to meet it.

Thousands and thousands of dollars' worth of merchandise—the largest stocks ever under the Klein roof—are now here. And every dollar's worth of this merchandise is now priced at the prices now prevailing, regardless of its cost to us.

Just at this minute you, the public, are looking for and demanding—as you have a right to demand—lowered prices.

And Klein's Store in merchandise gives you exactly what you ask for. It says: Everything here is priced with the market. If the market price on any merchandise is lowered, the Klein retail price is lowered in proportion right that minute.

It was Klein's Store last May that inaugurated in the tri-cities the smashing of retail prices. Now Klein's Store again takes the lead—slashing even more than what you came to know so well in our former campaign.

To repeat the big idea behind this announcement: No matter what its cost to us—no matter the loss such action makes necessary—everything in Klein's Store is so priced as to meet every possible market drop. You can be assured of lowest possible prices. Klein's Store tells you that, and it has ever told the truth.

This rule applies to every dollar's worth of merchandise here. You are getting the advantage of every market break, no matter what the cost to get it for you. Our slogan "You Can Do Better at Klein's" will show its full force in this Readjustment Sale.

Price Readjustment Sale

Actual Savings to 33 $\frac{1}{3}$ % and Even Higher

Involving Stock of Over \$100,000 Including Over 3,000
COATS, SUITS and DRESSES

800 NEW FALL COATS,
SUITS, DRESSES

At **\$25**

Which Includes \$30, \$37.50, \$45 and
\$55 Values

Produced By Some of the Best Manufac-
turers in New York and Sold to Us at
Special Concessions

Thus Bringing Them to Our Customers at the
Lowest Price That Has Been Quoted in Years for
Garments of Equal Style and Quality.

Every woman who buys one of these suits, coats
or dresses for twenty-five dollars is going to re-
member this sale for a long time to come. If you
Want to Save Money, Here is Your Opportunity
—Don't Miss It and Then Complain About the
High Cost of Living.

The Suits

In tailored, embroidered and braid trimmed styles are devel-
oped in Checks, Silvertones, Velours, Tricotines and Poplins,
in wanted colors, in sizes for women and misses; they are
marvelous values at \$25.

The Coats

Are in Velours, Silvertones, Broadcloths and Kerseys, in
plain styles or trimmed with fur fabrics and sealine; there
are loose and belted models, in all shades in the lot \$25.

The Dresses

Latest Fall styles, in Satins, Tricotines, Tricolettes, Taffetas,
Jerseys and Satin and Serge combinations. Models for all day-
time occasions, in women's and misses' sizes, in this wonder-
ful special group, priced at \$25.

Dress Values That are Real Values
3 Groups of Dresses

\$15.00 \$17.85 \$22.50

Materials are Wool Serges, Tricotines, Satins, Tricolettes.
These dresses come in all colors. Sizes 14 to 42.

Klein's
119 West Second Street.
DAVENPORT

**The Most Remarkable
Sale of Fine
Coats, Suits and Dresses
We Have Ever Held**

*You Will be Astounded at the Values in These
Three Wonderful Groups Including
Garments that Were Made to
Sell Up to \$85*

THE COATS

Wool Velour
Seedene
Silvertone
Chamois
Bolivia
Flush
Fur and Self
Trimmed Models
Wrappy Coats
Belted Coats
Loose Back Coats

YOU CAN DO BETTER AT KLEIN'S

\$35-\$48-\$55

THE SUITS

Duvet De Laine
Taffetas
Silvertone
Tricotines, etc.
Fur trimmed models
Self Trimmed Models
Youthful Styles
Smart Tailored Models
Every wanted Color
Sizes for Misses and
Women

**All of Our Higher Priced
Coats, Suits and Dresses**

formerly priced up to \$235, are
included in this sale at reduc-
tions up to 33 1-3%.

60 Plush Coats

In a variety of clever models.
Some fur trimmed; all durably
lined. Sizes for misses and
women. Values up to \$45.00.
Sale price
only **\$25.00**

The Dresses

Every desirable phase of the
new Fall is reflected in these
charming Dresses of Tricotine,
Poiret Twill, Duvetyn, Crepe,
Satin and combinations. Navy
blue, brown and black are the
predominating colors. All sizes
included.

Discriminating Dressers

should take advantage of this
sale as all our High Grade Gar-
ments are included at unusual
reductions.

Furs Further Reduced

Our stock of Fur Coats, Scarfs
and Muffs included in this sale.
Coats of Hudson Seal, Beaver,
Australian Opossum, Squirrel
and Raccoon.

High Grade Blouses Reduced

Scores of beautiful Georgette
Blouses, handsomely beaded and
embroidered, in all the best and
most becoming shades. Values
to \$39.50. Re-
adjustment price **\$15.85**

Note These Exceptional Of-
ferings in Our Bargain Subway
For **\$15**

Your choice of 100 Winter Coats, made to
retail at \$22.50, \$25, \$30 and \$35. Most
of them are full lined. Some have fur. Ma-
terials are wool velours, silvertones, pom
pom and mixtures. Sizes 14, 16, 18, 36,
38, 40, 42 and 44. All colors. The dresses
at \$15.00 are tricotines, serges and silks.
Values up to \$30.

Reductions of 20% On Our New Stock of Fall
Skirts

20% Reductions on all Children's Coats, sizes
3 to 14

Readjustment Bargain Subway Specials

Choice of 100 Silk Petticoats of Silk Jersey and Taffeta, Up to \$7.50 Values	100 Wash Waists, up to \$2.50 values
\$3.98	Up to \$12.00 light weight
for	Spring Coats
Up to \$35 Women's and Misses' Winter Coats	Up to \$15 light weight Spring Coats
\$10	\$8.75
Up to \$15 Women's and Misses' Winter Coats	20 Winter Suits—30 Spring Suits, including Printesses makes. Up to \$75.00 values.
\$5	Special for this sale
25 Silk Dresses, Crepe de Chine Georgette, etc.; mostly light colors. Up to	20 Serge and Flannel Middie —Navy blue and colors. Up to \$7.95 values.
\$8.75	\$4.98
\$25 values, for	Also 30 Beacon Bath Robes— Up to \$7.50 values, for
Up to \$7.50 Silk Dress Skirts for	\$4.98
Up to \$3.00 Silk Flounce Petticoats	
Up to \$5.85 Georgette Waists, all sizes	
\$1.79	
\$2.98	

100 Bungalow Aprons and a number of Wash
Dresses—Value to
\$5.00, for **\$1.39**
Bargain Subway

Klein's
119 West Second Street.
DAVENPORT

TRI-CITIES' GREATEST READY-TO-WEAR STORE